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(54) Container for vitamin tablets

(57) A container for vitamin tablets and the like comprises a moulded plastics container 1 having the colour, size and texture of an orange, and having a flattened base and a neck 2 for sealing with a snap-on or screw cap or the like. The container preferably carries an annular collar carrying a leaf shaped member (Figure 3) and is formed with a flattened panel area for a label.

FIG.1

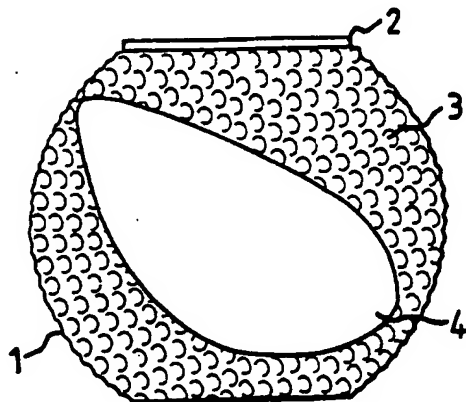


FIG.1

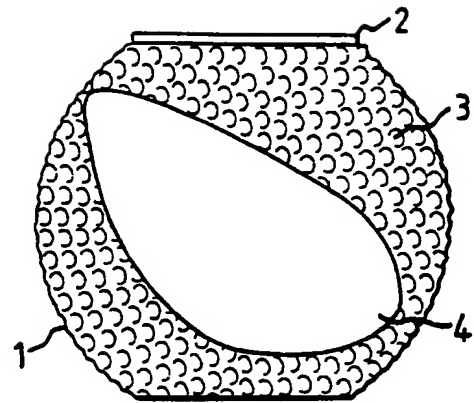


FIG.2

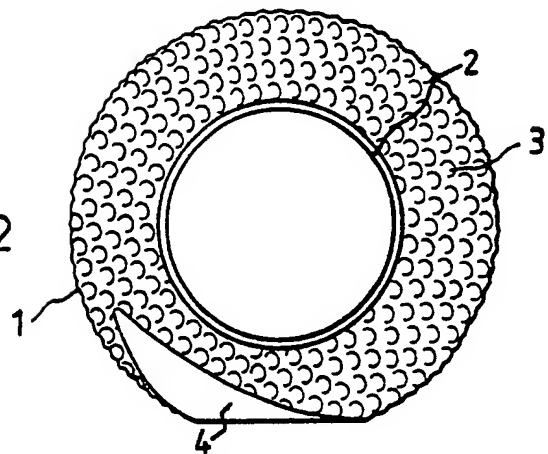
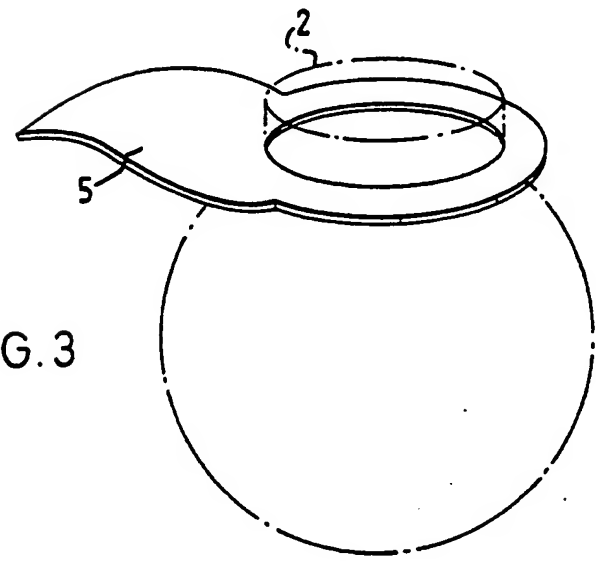


FIG.3



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M&C FOLIO: 230P56932

WANGDOC: 0320p

Packaging of Vitamins and the like

This invention relates to the packaging of vitamins, in particular vitamin C tablets. Vitamin supplements are generally now regarded as highly desirable additions to the diet, especially in western countries where foods are often over refined and diet based on convenience foods lacking in nutritional value.

Vitamin C (ascorbic acid) is derived from fruits and vegetables and is generally associated by the consumer with citrus fruits, particularly oranges. There is, therefore, some resistance to vitamin C when packed in ordinary jars, drums and tubes.

According to the present invention we provide a package for vitamin tablets, particularly vitamin C, comprising a moulded plastics bottle in the general shape, size, exterior texture and colour as an orange and having a neck for sealing with a conventional snap-on or screw cap or the like.

The container is thus in the form of a squat bottle or jar which is essentially spherical, with a flattened base and a short neck which is at the top or towards the top of one side. The container may be formed of any

suitable mouldable plastics material, preferably low-density polyethylene. The outer surface is provided with a gloss finish and a dimpled texture to resemble that of a real orange.

In a preferred embodiment, a neck-tag is slipped over the neck of the container, in the form of a generally annular collar carrying one or more leaf shapes, preferably coloured green. The presence of such a tag makes the package resemble an orange bearing the terminal leaves of the shoot on which it grew.

In a further preferred embodiment, the container is formed with a flattened panel area on which a contents label may be stuck, such panel preferably being itself leaf-shaped.

A further aspect of the invention concerns the vitamin tablets themselves, which may be substantially spherical in shape, orange coloured and orange flavoured. The complete package of an orange containing little oranges is a preferred feature.

The container will be described in detail, with reference to the accompanying drawings in which:-

Figure 1 is a front elevation of a container, without lid;

Figure 2 is a plan view of the container shown in Figure 1; and

Figure 3 is a schematic perspective view showing a neck tag.

A moulded, orange polyethylene container 1 is formed with a wide neck 2, a dimpled surface 3 resembling the surface of an orange and a flattened label panel 4. The neck 2 is formed for closure with a conventional plastic bottle cap, e.g. a snap-on cap or a threaded screw cap. For compliance with pharmaceutical codes of practice, tamper-proof caps can be fitted.

As shown in Figure 3, a neck tag 5 can be fitted around the neck 2. The neck tag is essentially 2-dimensional and can be formed out of sheet plastics or card or paper. It should preferably be coloured green.

CLAIMS:

1. A container for vitamin tablets and the like comprising a moulded plastics container having the colour, size and texture of an orange, and having a flattened base and a neck for sealing with a snap-on or screw cap or the like.
2. A container according to claim 1 provided with a generally annular collar carrying one or more leaf-shaped projections.
3. A package of vitamin C tablets comprising vitamin C tablets packed in a container according to claim 1 or claim 2.
4. A package according to claim 3, in which the tablets are substantially spherical, orange coloured and orange flavoured.
5. A container for vitamins substantially as herein described with reference to the accompanying drawings.